CONTENTS OF VOLUME XXIV, 1960

NUMBER 1 SPRING 1960

THE PUBLIC, BROADCAST PROGRAMMING, AND RESEARCH

Foreword 1

Public Participation *Gilbert Seldes* 5

Moral Aspects of Television *Charles A. Siepmann* 12

Free Discussion and Public Taste *Ithiel de Sola Pool* 19

A Researcher Looks at Television *Paul F. Lazarsfeld* 24

Lobbying as a Communication Process *Lester W. Milbrath* 32

The Politically Relevant in Surveys *V. O. Key, Jr.* 54

Hungarian Socio-political Attitudes and Revolutionary Action *Henry Gleitman and Joseph J. Greenbaum* 62

The Grand Remonstrance *Oliver Knight* 77

Stability in the Vote for Governor, 1900-1958 *Joseph A. Schlesinger* 85

Bias in Reporting the FCC Investigation *Bartlett H. Stoodley* 92

Implications of Nonresponse for the Interpretation of Mail Questionnaire Data *Marjorie N. Donald* 99

Volunteer Bias in Test-room Groups *William A. Belson* 115

Survey Interviewing among Members of Congress *James A. Robinson* 127

LIVING RESEARCH

Fertility Values in American Magazine Fiction, 1916-1956 *Russell Middleton* 139

The Retrospective Question *Raymond Fink* 143

The "Draw a Super Market" Technique *Herbert E. Krugman* 148

NUMBER 1, *continued*

NEWS AND NOTES 150

BOOK REVIEWS

Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes, *The American Voter*
A special review by V. O. Key, Jr., appears on pp. 54-61.

Siepmann, Charles A., *TV and Our School Crisis*
Reviewed by Laurence Siegel 159

Lipset, Seymour Martin, *Political Man: Where, How and Why Democracy Works in the Modern World*
Reviewed by Sidney Verba 160

BOOK NOTES 162

NUMBER 2 SUMMER 1960

ATTITUDE CHANGE *A Special Issue Edited by Daniel Katz*

Preface i

The Functional Approach to the Study of Attitudes *Daniel Katz* 163

Cross-cultural Contributions to Attitude Research *Eugene Jacobson, Hideya Kumata, and Jeanne E. Gullahorn* 205

Verbal Attitudes and Behavior: A Paradigm for the Study of Message Transmission and Transformation *Ulf Himmelstrand* 224

Psychoanalytic Theory and Social Attitudes *Irving Sarnoff* 251

The Concepts of Balance, Congruity, and Dissonance *Robert B. Zajonc* 280

Attitudinal Consequences of Induced Discrepancies between Cognitions and Behavior *Arthur R. Cohen* 297

A Structural Theory of Attitude Dynamics *Milton J. Rosenberg* 319

Cognitive Dynamics in the Conduct of Human Affairs *Charles E. Osgood* 341

NEWS AND NOTES 366

IN MEMORIAM 371

BOOK REVIEWS

Inkeles, Alex, and Raymond A. Bauer, *The Soviet Citizen: Daily Life in a Totalitarian Society*
Reviewed by Reinhard Bendix 373

Campbell, Ernest Q., and Thomas F. Pettigrew, *Christians in Racial Crisis: A Study of Little Rock's Ministry*
Reviewed by Charles Y. Glock 377

Canfield, Bertrand R., *Public Relations: Principles, Cases, and Problems*
Reviewed by William A. Lydgate 378

NUMBER 3 FALL 1960

The Julian L. Woodward Memorial Award 381

Reflections on Reference Groups *Herbert H. Hyman* 383

Surge and Decline: A Study of Electoral Change *Angus Campbell* 397

International Ideology and Interpersonal Ideology *William A. Scott* 419

Faubus and Segregation: An Analysis of Arkansas Voting *Thomas F. Pettigrew and Ernest Q. Campbell* 436

Some Assessments and Uses of Public Opinion in Diplomacy *Richard R. Fagen* 448

Toward a Psychology of Political Behavior *Maurice L. Farber* 458

Proceedings of the Fifteenth Annual Conference of the American Association for Public Opinion Research 465
(See detailed table of contents on pp. 466-470)

THE POLLS

Election Survey Procedures of the Gallup Poll *Paul Perry* 531

NEWS AND NOTES 543

IN MEMORIAM 545

BOOK REVIEWS

Christiansen, Bjørn, *Attitudes towards Foreign Affairs as a Function of Personality*
A special review by Maurice L. Farber appears on pp. 458-464.

Davidson, Eugene, *The Death and Life of Germany*
Reviewed by Heinz Hartmann, Princeton University 547

Parsons, Talcott, *Structure and Process in Modern Societies*
Reviewed by Harry Alpert, University of Oregon 549

BOOK NOTES 550

NUMBER 4 WINTER 1960

Public Opinion and the Development of Space Technology *Gabriel A. Almond* 553

The Beginning of the Space Age and American Public Opinion *Donald N. Michael* 573

News about Science: Channels, Audiences, and Effects *James W. Swinehart and Jack M. McLeod* 583

Party Affiliation and International Opinions in Britain and France, 1947-1956 *Morris Davis and Sidney Verba* 590

Functional Analysis and Mass Communication *Charles R. Wright* 605

The Learning of Tastes *Herbert E. Krugman and Eugene L. Hartley* 621

The Child's Changing Image of the President *Robert D. Hess and David Easton* 632

The Basis of Isolationist Behavior *Leroy N. Rieselbach* 645

Demography, Salience, and Isolationist Behavior *Bruce M. Russett* 658

Hitler's Anti-semitism: A Political Appraisal *Martin Needler* 665

Social Research in Newly Independent Countries: An Indian Example *Paul Neurath* 670

LIVING RESEARCH

Anonymity and Attitude Measurement *Ned A. Rosen* 675

Interview Responses: Personality or Conformity? *A. Paul Hare* 679

The Archival Resources of the Survey Research Center *Angus Campbell* 686

NEWS AND NOTES 689

IN MEMORIAM 693

CORRESPONDENCE 694

NUMBER 4, *continued*

BOOK REVIEWS

Zeisel, Hans, Harry Kalven, Jr., and Bernard Buchholz,
Delay in the Court
Reviewed by Paul F. Lazarsfeld 695

Dollard, John, and Frank Auld, Jr.,
Scoring Human Motives: A Manual
Reviewed by Arthur J. Brodbeck 700

Remitz, Uno, *Professional Satisfaction among Swedish Bank Employees*
Reviewed by Robert N. Ford 703

BOOK NOTES 706

Index to Volume XXIV 709